MICROCOSM

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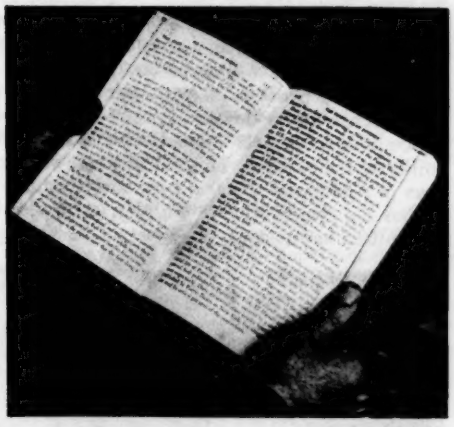
New Printing Process Termed 'Breakthrough' For Libraries



Ann Arbor News Photo

An O-P book from University Microfilms looks and handles like any other book. After it is microfilmed, the book is printed by xerography on good quality book paper and bound in hard paper covers with a 'perfect' binding.

In this issue of MICROCOSM Dr. Frederick H. Wagman, Director of the University of Michigan Library, evaluates our solution to one of the library's most pressing problems. Eugene B. Power, President of University Microfilms, fills in additional details in his page 4 editorial.

O-P books is the most important single project undertaken by University Microfilms since the first film was imported from England to launch the English Books series 20 years ago.

The folder enclosed gives still more details of this important project. We are glad to have inquiries concerning specific book reproduction problems. Simply address MICROCOSM, University Microfilms, 313 N. First St., Ann Arbor, Mich.

THE COPYFLO PROCESS AND THE PROBLEM OF OUT-OF-PRINT AND DETERIORATING BOOKS

By Frederick H. Wagman

In a discussion of research library problems recently one of the more distinguished members of the library profession commented ruefully that library administrators are too busy these days to pay much attention, personally, to the condition of their bookstacks. Whether or not this criticism is deserved, it is true that even the neatest facade of carefully bound and dusted volumes in the best maintained and least cluttered research library stack conceals evidence of a distressingly rapid process of deterioration that threatens a large part of the stock of books printed after 1870.

This is not news. We have long known that the pages of thousands of books on our shelves were becoming drier and more brittle year by year and that in many volumes they had already broken or crumbled. When such a volume becomes unusable, there is little point, usually, in trying to purchase another copy in the second-hand market. Even if one can be found in serviceable condition, it too will not last long. Eventually, it may be possible to restore such deteriorated paper to use through some still undeveloped chemical immersion or spray process. For the time being, however, the best method of preserving the book is by reproducing it in microform. But the microform imposes handicaps on the use of the book. Quite obviously it cannot be taken home or to the office or study unless one takes along a reading machine as well, and admirable as they may be, for lack of a better preservation medium, the microforms are awkward and inconvenient to use. Reproduction of a deteriorated volume in full size has been much too costly hitherto, whether one used the technique of making enlargement prints from a microfilm or of direct photographic copying at a one-to-one ratio.

If the problem of deteriorating books is of

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MICROCOSM is a publication of University Microfilms, with central offices at 313 North First Street, Ann Arbor, Michigan.

MICROCOSM is intended to bring interesting news of microfilming in all of its phases to the attention of librarians and others who, in the opinion of the Publisher, will benefit by receiving it.

If you would like to receive MICROCOSM regularly, please send a postal card with your name and address to

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COPYFLO PROCESS

(CONTINUED FROM PAGE 1)

major concern today, there is every likelihood that the unavailability of a great many excellent publications produced as recently as ten years ago will pose an equally serious problem in the very near future. At present, the library need for books which are out of print but still essential for the research and educational programs of our universities has led to the establishment of a Reprint Expediting Committee in the American Library Association. This Committee has labored mightily but with relatively little success on a broad scale against the handicap that the reprinting of books is exceedingly costly and that few if any publishers can venture the capital necessary against the prospect of scattered orders over a period of years. Within the next two decades, we shall see the establishment of dozens of branch colleges, community and junior colleges, and other institutions of secondary education in the United States. Each of these will require a basic collection of books in its library. Moreover, the increasing enrollments at the various existing institutions of secondary education are certain to create demands for a great many replacement copies or additional copies of valuable publications which are no longer available, either in book publishers' stocks or on the second-hand market.

The new Copyflo machine, using the continuous Xerography process, will be of tremendous help in resolving both of these problems. Once a film copy of a deteriorating book has been made, for the relatively low price of three cents per page it is now possible to procure a perfectly usable, bound copy of that book in full size on durable paper and thereby to overcome the limitations of microfilm use. As regards the out-of-print problem, it provides a full solution, since single copies can be made on demand at the cost merely of making a microfilm and a Copyflo reproduction from that film. This will not exceed the price, very often, of an out-of-print volume on the second-hand market for which there is competing demand. Moreover, as libraries order Copyflo copies and as microfilms are made of the deteriorating books which are most in demand, a considerable part of our deteriorating book stock will be preserved automatically. By the process of natural selection, that part is likely to be preserved which has the most value for the future, insofar as this is predictable.

This new technique promises to be one of the most important developments in library technology in many years. The centralized storage (or at least clearing house of information on the existence) of negatives of the books filmed for the Copyflo process is likely to serve as the best defense so far devised against the deterioration of our research collections and the availability of the process, coupled with the willingness of publishers to permit its use, should render the continuation of the Reprint Expediting Committee unnecessary.

The XeroX Copyflo processor shown here is the link which enables "out-of-print" books to be printed in single copies on demand. The Copyflo is manufactured by the Haloid Company of Rochester, N. Y.

CHICAGO MEETING

The 49th annual convention of the Special Libraries Association will be held in Chicago June 8-12.

University Microfilms will be represented by an exhibit in Booth 10 in the exhibit area. Both microfilm and O-P books will be shown.

Special Librarians are urged to visit the UM display and to discuss special problems at that time.

THE NEW YORK TIMES FOR EUROPE

By David J. Ovens

No European student of economic or political affairs can afford to be deprived of clear and accurate information about the United States. When the American economy sneezes, all Europe catches a cold; and recent events in the Middle East have shown the folly of nationalist foreign policies conceived in splendid isolation in London or Paris. Governments in Europe now realise the need for closer co-operation with the United States. But their ability to concert economic and foreign policies in harmony with Washington depends on the readiness of public opinion in Europe to accept that this co-operation is not only desirable but necessary. And in the give and take between European and American members of the Atlantic alliance a more workable joint policy is likely to emerge if European Governments are supported — and at times prodded or criticised — by a European public opinion that is well informed about American affairs.

While the need for Europe to understand American thinking has grown more urgent, there has been no corresponding growth in the European sources of news and opinion about the United States. The British reader of *The Times*, the *Manchester Guardian*, the *Daily Telegraph*, or the *News Chronicle* has the benefit of daily reports on American business and politics; so, in France, does the reader of *Le Monde*. Some weekly newspapers in Europe, such as *The Economist*, contain a regular survey of American affairs. But even for these newspapers, the cost of maintaining resident correspondents in the United States permits of no more than a highly selective coverage of the most important events. And to the great majority of newspapers in Europe, including the mass circulation dailies whose comments provide the main source of information on America for nine tenths of the population, the only American news worth printing is made by film stars or gangsters.

The result, as one might expect, is a widespread ignorance in Europe of American affairs and an insidious tendency to build up rather than to break down the prejudices against America, and against a concerted Euro-American foreign policy. But there is one way in which this damage can be avoided: more widespread distribution in Europe of American daily newspapers and news magazines. And of all the American newspapers none is more famous for its objective reporting of events in the United States, and its clear interpretation of the American Government's policies, than is the *New York Times*. There are obvious physical limits to the overseas circulation of a newspaper than runs to 80 pages on weekdays and to as many as 400 pages on Sundays. But all of the most important articles and features in the *New York Times*, including not only the best of its domestic coverage but also the best of its unequalled coverage of foreign news, are reprinted in the international Edition of the *New York Times*, which is published in Amsterdam. Here, without the advertising pages that double the bulk of the American edition, and with a special review of the news of the week on Sundays, is one of the best sources of information on American affairs available either inside or outside the United States.

No university or general public library in Europe can deny its obligation to provide its readers with the most useful coverage of American affairs that its budget allows. And the International Edition of the *New York Times* provides the best means of securing the most comprehensive coverage at the most reasonable price, not only of American news but of international affairs in general. Like all newspapers, however, the *New York Times* consumes valuable shelf space in the library, and like all chemical newsprint, the pages of the *New York Times* are liable to deteriorate fairly rapidly with age.

To these problems, too, there is now a solution. A microfilm of the International Edition of the New York Times has now been made, from its first issue in December 1948 to date, by the London office of University Microfilms, Ltd. The microfilm edition sells for £15. a year or £133 for the nine years from 1948 (December) to December 1957. Current subscriptions beginning with 1958 are £14. 10s. annually. Films will be supplied bi-monthly.

Enquiries and orders should be directed to University Microfilms, Ltd., Dering Yard, 67 New Bond Street, London, W. 1.

(Note: Films of the International Edition are not for sale in the U. S. or Canada. The regular edition is, of course. Orders in the U. S. and Canada should be directed to the Library Service Department of the *Times* in New York.)

SAN FRANCISCO MEETING

More than 3,500 librarians are expected to attend the 77th annual conference of the American Library Association at San Francisco July 13-19.

University Microfilms will have Booth 303 in the Exhibits area, and we extend a special invitation to West Coast librarians to visit UM's representatives there. We don't get out to the Coast very often.

Among the meetings of special interest to MICROCOSM readers will be that of the Copying Methods section of the Resources and Technical Services division. James E. Skipper, assistant librarian at Michigan State University, will preside at a panel discussion on new copying methods in a Tuesday afternoon session.

Others on the program will include Hubbard Ballou, Columbia University; John Gantt, University of Michigan; Peter Scott, Massachusetts Institute of Technology; and William R. Hawken, University of California.

OUT-OF-PRINT BOOKS

By Eugene B. Power

Elsewhere in this issue Dr. Frederick Wagman has outlined the seriousness of the deteriorating out-of-print book situation. This is a problem of which we have long been aware, but until now have not seen our way clearly to a solution. We now believe we have it.

Any satisfactory method for reprinting books must enable the production of copies, *one at a time*, as the demand arises, and at costs which are approximately comparable to current book prices. The copies must be legible, and easily handled and read.

With the development of O-P books, University Microfilms, Inc. announces the service which in our opinion is the most exciting development since microfilm first appeared on the horizon. Robert Binkley's old dream of "publication on demand in editions of one" is now a practical reality.

About 1930 the American Council of Learned Societies appointed the Joint Committee on Materials for Research with the late Robert L. Binkley as chairman. One of the many results of this committee's activities was the preparation and publication of *Methods of Reproducing Research Materials* in 1936. Here was outlined fully the problems of reproducing and publishing scholarly materials in editions of 1 to 50,000. Microfilm as used in libraries today is one tangible result of this committee's activity.

Binkley was greatly concerned with the increasing difficulty and cost of publishing smaller and smaller editions as scholarship became more and more specialized. To him, microfilm offered a practical solution because of its low cost and the fact that copies could be produced one at a time. Were he alive today he would be as excited over the possibilities of the microfilm-Xerox technique as we are.

Agreements have been completed with thirty-three of the leading American publishers under which most past and future out-of-print books can be republished by this process. These books are reproduced in facsimile in sizes very close to the original, on either regular book paper or on permanent alpha cellulose.

The price is 3 cents per page plus 70 cents per volume for binding. The alpha cellulose will be priced slightly higher. If the microfilm negative from which a copy is made must be produced in a laboratory outside our own, an additional charge of 2 cents per page will be made for the first copy. After that the rates will be those given above.

We have finally gone the full cycle: from the single manuscript copy to the limited edition of the early printers; to the big editions of modern printing technology; to the smaller editions of offset and mimeograph; and back to the single edition of an O-P book.

This same process is applicable to the publication of dissertations, and we are now making many copies each week from more than 26,000 titles of which we have microfilm negatives. The charge is 4 cents per page plus $1.00 per volume for binding.

In addition, early books such as the STC or the Wing books, or early periodicals, can be made available in this way for study and for use in the library.

University Microfilms, Inc. is moving its stock of negatives into a new and enlarged vault, where all our existing stock of negatives and new ones acquired under this program will be safely stored behind 12" reinforced concrete. We will welcome for storage the deposit of any negatives for which there is a repeating demand for copies to be produced by the Xerox method. □

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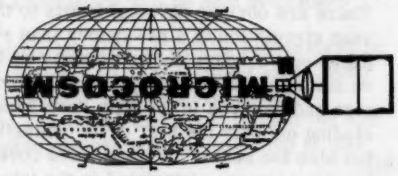
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